

The concept that radio has lost its "local" touch is not only false, it is ridiculous! If we ever stopped being "local" our business would fail. Local content is our lifeblood....without it we are nothing but a faceless audio transmission!

Local news, local public affairs, local promotions, and local flavor is what identifies our radio stations with our listeners...without it we lose our very essence.

In times of emergency and crisis local radio serves the public more than TV...witness the four hurricanes that swept through our communities. I defy you to find people that tell you radio was not there fulfilling their information needs...and after the storms telling people how to cope and help. Our four stations spent many, many hours telling how folks could send money to the Red Cross or Salvation Army, how to donate food, clothing, infant needs....where to bring them etc., etc.

Our radio stations are so intimately integrated into our communities, our people's causes and needs it is simply preposterous to say we are losing touch! The concept is false and malicious at best.

Our commitment to the civic, cultural, and political landscape of South Florida is unmatched...we are here to entertain, inform and enlighten our constituency. We are local radio....now and forever!

Michael G. Disney
Vice President and General Manager
Cox Radio, Inc.